

CLAIMS

1. A method for providing media to a user via an interactive media services client device coupled to a programmable media services server device, said method comprising steps of:
receiving user input identifying a media rental, wherein a defined access duration is associated with said media rental;
receiving user input requesting that the access duration be extended; and
extending the access duration.
2. The method of claim 1, further comprising the step of:
providing the user with pricing information related to the time period extension.
3. The method of claim 1, wherein a price charged for extending the time period depends on information entered by a system operator via a control menu.
4. The method of claim 1, wherein a price charged for extending the time period is computed by an algorithm stored in memory within the server device.
5. The method of claim 1, wherein the media rental is a movie.
6. The method of claim 1, wherein user input is received via a remote control device.
7. The method of claim 1, wherein the user selects the media rental and requests the access period extension by selecting options displayed on a display device.
8. The method of claim 7, wherein the display device is a television.
9. The method of claim 1, further comprising the step of:
presenting the user with the media rental.
10. The method of claim 1, further comprising the step of:
prior to the step of receiving user input requesting that the access duration be extended, alerting the user that there is insufficient rental time remaining for viewing a remainder of the media rental.

- 1 11. An interactive media services client device for presenting media to a user coupled to a
2 programmable media services server device, said client device comprising:
3 a processor; and
4 memory configured to cause the processor to extend the access duration for a media
5 rental in response to user input.
- 1 12. The interactive media services client device of claim 11, wherein a price charged for
2 extending the access duration depends on information entered by a system operator via a
3 control menu.
- 1 13. The interactive media services client device of claim 11, wherein a price charged for
2 extending the access duration is computed by an algorithm stored in memory within the server
3 device.
14. The interactive media services client device of claim 11, wherein the media rental is a movie.
15. The interactive media services client device of claim 11, wherein user input is received by the
client device from a remote control device.
16. The interactive media services client device of claim 11, wherein the media rental is displayed
on a television screen.

- 1 17. A programmable media services server device for presenting media to a user via an
2 interactive media services client device, said server device comprising:
3 a processor; and
4 memory configured to cause the processor to extend the access duration for a media
5 rental in response to user input.
- 1 18. The programmable media services server device of claim 17, wherein a price charged for
2 extending the access duration depends on information entered by a system operator via a
3 control menu.
- 1 19. The programmable media services server device of claim 17, wherein a price charged for
2 extending the access duration is computed by an algorithm stored in memory within the server
3 device.
- 4 20. The programmable media services server device of claim 17, wherein the media rental is a
5 movie.
- 6 21. The programmable media services server device of claim 17, wherein user input is received
7 by the client device from a remote control device.
- 8 22. The programmable media services server device of claim 17, wherein the media rental is
9 displayed on a television screen.

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